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EEMA LEGAL DEPARTMENT
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INTER-OFFICE CORRESPONDENCE

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TO: Attendees

DATE: May 26, 1987

FROM: Jean Besques

C.C.: LCC, SCD, WT, T. Osdene, A. Whist (w/o attachm.)

SUBJECT: **Minutes of EEMA/EEC ETS Strategy Meeting held on May 11, 1987**

The agenda and attendees of the meeting are shown in Annex A.

1. Objectives of the ETS Strategy (from the EEMA Plan)

   End goals:

   - Resist smoking restrictions
   - Restore smoker confidence

   Pre-requisites:

   - Reverse scientific and popular opinion
   - Restore social acceptability of smoking
   - Preserve product liability defences

2. Components of the ETS Strategy

   Targeted PA/PR Activities:

   - Public
   - Politicians
   - Competent authorities
   - Unions
   - Employers
   - Airlines
   - Hotels, restaurants, cafeterias

   Climate Development and Support:

   - Seminars
   - Briefings
   - Research (basic and applied)
   - Publications
   - Professional body participation

   Establish Third Parties:

   - Scientific experts (identification, organization)
   - ACVA-type

   o While a strategy is market-specific (its targets, in particular), the underlying research is not.

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Source: https://www.industrydocuments.ucsf.edu/docs/hgwk0000

3. Responsibilities within PM

- o The responsibility for the targeted PA/PR activities rests with the market responsibles (and their CA staff), and the markets carry the budgets. This is also true for ACVA-related activities.

- o The identification of 3rd-party scientists will be undertaken by HGA with the assistance of an IAPAG-related scientist (J. Rupp to nominate) who will make initial contacts.

- o HGa will carry the budget for all 3rd-party scientist activities.

- o The coordinators for all ETS Strategy issues within the respective Regions are MDH (EEC) and KJW (EEMA).

4. Industry Coordination

It is preferable to build up a coordinated, international industry effort. Ideally this would be under the auspices of INFOTAB. In many markets it will be advisable or even necessary to work through the NMA or an industry club. Nevertheless it was understood that PM must forge on and lead/act unilaterally whilst the industry coordination is being established in individual markets. This coordination should ultimately lead to integration with respect to the buffer entity.

5. PMI Support

Back-up available:

- Experience gained in other parts of the world (U.S., Hong Kong, (hotels and restaurants), Australia (airlines))
- Videotapes
- Brochures (issue-specific, target-specific)
- Surveys (design of)
- Press kits
- Booklets to address public officials in lay terms (e.g., ACVA material)
- Invitations to PM-sponsored events
- Coordination of media briefings

Follow-up (proposed/requested):

- Need for follow-up generated by media briefings (vehicles to be put in place; material to be developed: information has to be kept flowing so as to sustain the momentum created by such briefings). D. Badler, P. Grandjean and P. Maglione are to prepare a draft paper to be discussed by them in New York on June 15 and then proposed to participants of ETS meeting. They will also investigate the ETS FYI idea
- Capitalization worldwide on efforts in U.S.
- Proposed briefings of U.S.-based correspondents to newspapers published in EEMA-EEC regions and US-based wire service editors and reporters
- Generic advertising campaigns

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Remarks:

- o The need for flexibility was stressed to take into account the idiosyncrasies of each market.
- o Media briefings should be held only when the follow-up capability is established.
- o The product liability implications of what is said and communicated in the course of media briefings and elsewhere must be borne in mind.
- o ACVA must be perceived to be at arm's length from the industry, including in media briefings. It's role at most should seem as yet another third party expert amongst others.

6. Other Support (needed or forthcoming)

- Public speaking training to be provided for third-party experts
- Suitable environment to be created for third-party scientists (e.g., opportunity to meet peers and exchange ideas, access to information)
- Database being set up to provide references and arguments on detailed issues met in EEC (P. Maglione)
- Possibility of access to pan Arab media through participation of PM in industry-media representatives meeting next autumn (JBR to follow-up with KIF).

7. Buffer Entity

- John Rupp, B. Brooks, F. Dulles, M. Horst and K. Ware held another meeting on this subject on May 12. F. Dulles will report separately.

Kind regards,

Jean Besques

JLB/acs

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Annex A

1. Agenda of EEMA/EEC Strategy Meeting (May 11, 1987)

PMI ETS Strategy
(MOP/RDB)

Management control and responsibilities of EEC and EEMA ETS Plans
(KJW/MDH)

- Who is responsible for what?
- Who is reporting to whom?
- Budget
  - Who is paying for what?
  - Who is processing invoices?
  - Legal implications/entities

ETS Media Briefings in EEC and EEMA Regions
(RDB)

Outline of the ETS Strategy for EEC countries
(MDH)

Outline of the ETS Strategy for the EEMA countries
(SGC, RAP, GLN)

2. Attendees

Covington and Burling	-	J. Rupp
EEC	-	B. Brooks
	-	M. Horst
	-	P. Maglione
	-	I. Sargeant
EEMA	-	J. Besques
	-	G. Diserens (part-time)
	-	F. Dulles
	-	S. Carlson
	-	P. Grandjean
	-	A. Kannangara
	-	G. Nassif
	-	R. Pantet
	-	M. Reardon
	-	B. Robinson
	-	K. Ware (chairman)
FTR Neuchatel	-	H. Gaisch
	-	H. Reif
PMI	-	R. Badler
	-	M. Pottorff

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